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Acosta Sales and Marketing Secures New Investment from AEA Investors

(Jacksonville, Fla., June 9, 2006) — Acosta Sales and Marketing Company today announced it has signed a definitive agreement for an equity investment by AEA Investors, a leading New York-based private equity investment firm.

With this transaction Berkshire Partners' 2003 investment, which produced solid growth for privately-held Acosta, will be redeemed. Acosta's shareholder base of over 200 active employees will retain a significant equity investment in the business. Terms of the transaction were not disclosed.

"We are very excited to partner with AEA Investors," said Gary Chartrand, Acosta Chairman and CEO. "This transaction validates Acosta's leadership position in the industry. AEA has an established track record of investing and backing management in respected companies with a history of positive earnings growth and strong growth potential."

Following the transaction, Acosta's leadership will continue to manage the operations of the organization. Gary Chartrand will continue serving as Chairman and Chief Executive Officer, Jack Laurendeau as President and Robert Hill as President of Operations. There will be no changes to Acosta's operations as a result of this transaction.

"As one of the leading sales and marketing agencies in North America, Acosta's positioning for future growth made it a desirable investment for us," said AEA Partner and Director Martin Eltrich. "With its experienced leadership team and exceptional clients, we are proud to partner with the Acosta team as they continue to execute their business strategy."

Acosta was advised by Goldman Sachs for this transaction. The transaction is expected to close in July 2006.

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About Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.

About AEA Investors

AEA is a pioneer in the private equity industry. With over 35 years of investing experience and offices in New York, London and Hong Kong, AEA has established a track record of achieving superior returns as a leading private equity partner to companies. AEA's investment activities are primarily focused on the four market sectors in which AEA has developed considerable expertise: consumer products, value-added industrials, specialty chemicals and services. For more information visit www.aeainvestors.com